



NEW CHAIRMAN . . . Rene Turpel of Turpel and Co., 3675 Torrance Blvd., has been named business chairman for the Torrance area in the American Cancer Society's April Crusade. Volunteers interested in helping Turpel may call him at FR 0-6516, or visit the local office of the American Cancer Society in Lawndale.

Real Estate Agent Has Difficult Life

The public's image of the local realtor has always amazed me. Recently a friend of mine said to me, "All real estate people earn more than \$20,000 per year and only work when they feel like it." It would be correct to say that salesmen have one of the highest paid vocations in the country regardless of the commodity they are selling. However, the average broker in the country earns \$7,000 per year, according to the National Real Estate Association.



By FRED L. FREDERICKS
Torrance Realtor

The average salesman earns much less. About 80 per cent of all real estate agents probably earn less than \$5,000 per year, however, 20 per cent are in the \$30,000 per year or better bracket. Like any business there is always plenty of room at the top but the bottom gets pretty crowded.

SELLERS AND buyers sometimes forget a salesman doesn't earn a nickel until he actually sells property. A company and its salespeople will spend many hours and money to try and sell property. If the sales company is unsuccessful you don't pay them anything.

A SUCCESSFUL sale-man's day begins at 7 in the morning and may end at 11 at night. He or she will work six days a week, usually working both Saturday and Sunday, as this is the time most buyers are available. A salesman must keep a positive attitude at all times, although it is sometimes difficult, especially when a door is slammed in his face, or a seller gives him holy heck because he has an offer \$3,000 below his asking price, even if his home is not worth anymore, or when the expert who has read a book on real estate tells the salesman what he doesn't know, but a good salesman keeps smiling and goes on and on.

It's been said many times, our economy would collapse without salesmen. I do not believe anyone is more responsible for the high American standard of living than the American salesman. Let's all give him the respect and courtesy he has earned.

Professor To Lecture On Physics

To be successful in real estate the person must love people. He must realize a hard day's work will bring a good day's pay. He must realize and understand every type of personality and adjust to it. His instincts must be sharp and he must have the wisdom of Solomon and the patience of Job.

Drama and science will be combined in a lecture-demonstration to be presented by Julius Summer Miller at El Camino College at 7:30 p.m. Saturday, April 16.

HIS REWARDS are high. The feeling you experience after selling someone their first home or starting a couple in an investment program would be hard to explain. I'm sure it's comparable to teaching a baseball player to hit a ball and later finding out he just hit 60 home runs in one year.

Miller, internationally recognized as a leading authority on the techniques of stimulating young minds to the excitement of physics, has appeared extensively on television. Among his prominent roles was that of "Professor Wonderful" for the Walt Disney produced "Mickey Mouse Club."

The real estate salesman works on a commission and under normal circumstances he will receive about 30 per cent of the total commission. In the average sale the commission breakdown might look like this—Board of Realtors, 5 per cent; listing salesman, 20 per cent; manager of listing salesman, 5 per cent; listing company, 10 per cent; selling salesman, 40 per cent; selling manager, 5 per cent; and selling company, 15 per cent. When you pay commission charge for the program.

This fall he will appear in a new CBS program entitled "Julius Summer Miller." Material for the program was gathered by Miller during his sabbatical leave and will include information on the personalities and lives of the many prominent names of science.

His El Camino lecture, "Some Dramatic Demonstrations in Physics" will feature a discussion of "The Physics of Toys."

Isen Predicts Exciting Future Ahead for City

Continued growth and prosperity for Torrance was predicted today by Mayor Albert Isen in a statement issued as the current municipal election campaign moved into its final week.

Isen is seeking re-election to a four-year term as mayor. The city's growth during his 11 years as mayor has exceeded that of the previous 40 years, Isen said. "Torrance has achieved national recognition as a good place to live and to work," he added.

able in formulating constructive legislation.

and recalled that it has provided parks and other facilities for all residents — toddlers through senior citizens — without a bond issue.

"The office of mayor carries with it great responsibilities," Isen said. "It demands exhausting hours of meetings, discussions and study, boundless energy and enthusiasm, and above all, experience in understanding and solving the complex problems of a growing city."

Isen said his legal experience has proven very valuable in formulating constructive legislation.

AREAS WHERE he has provided leadership include attracting new industry to Torrance, banning the sale of obscene magazines and "horror and crime" comic books, and prohibiting public nudity.

The mayor is the author of the proposed charter amendment which would write the ban on public nudity into the city's charter.

The establishment of the Youth Welfare Commission was a key event in the effort

Coupon Drive Under Way

A drive to add a pair of silver candelabras to the silver service owned by the home-making department at Bishop Montgomery High School has been started by Sister Marian Joseph, head of the department.

The candelabras will be purchased under the Gift Star coupon community service plan, Sister Marian Joseph explained. She has collected 3,000 coupons and needs an additional 16,800 coupons.

The coupons are from such food products as potato chips, macaroni, and frozen Mexican foods.

A "Happy to Share" system will entitle the school to five bonus coupons, Sister Marian Joseph said.

Gift Star coupons may be sent to the school or given to students in the home-making department.

LEONARDS

<p>Reg. 65c EXTRA LARGE "AA" EGGS 49¢ doz.</p>	<p>Reg. 43c BETTY CROCKER CAKE MIX 25¢</p>	<p>Reg. 79c COLD WATER DETERGENT Cold Power 49¢</p>	<p>Reg. 17c C & H 1 LB. BROWN or POWDERED SUGAR 2:25¢</p>
<p>PRINCELLA YAMS 2 1/2 Can REG. 33c 25¢</p>	<p>DOLE SLICED PINEAPPLE 1 1/4 Can Reg. 25c 5 For \$1</p>	<p>WHITE ANGEL FOOD CAKE MIX Betty Crocker Reg. 59c 49¢</p>	<p>KRAFT MINIATURE MARSHMALLOWS 10 1/2-oz. Reg. 29c 19¢</p>
<p>Reg. 79c OSCAR MAYER ALL MEAT FRANKS 59¢ lb.</p>	<p>Reg. 59c QUART BEST FOODS Mayonnaise 48¢</p>	<p>Reg. 79c 1-LB. MJB COFFEE 69¢</p>	<p>Reg. 31c KAISER 12"x25' FOIL 25¢</p>

U.S. No. 1 RED
POTATOES
10-LB.
CELLO
29¢

CALIF. FRESH GROWN
FRYER PARTS
LEGS & THIGHS 43¢
BREASTS 53¢
GIZZARDS 29¢
NECKS & BACKS 2-15¢

READY TO SERVE
HAM SALE
WILSON'S!
FARMER JOHN! HORMEL!
Whole or Half 59¢
Shank End . . . 43¢
Butt End . . . 59¢
Center Slices \$1.09

<p>LETTUCE 2 HDS. 25¢</p>	<p>FRESH LOOK Artichokes 10¢</p>	<p>LARGE FUERTE Avocados 2 For 25¢</p>
---	---	---

<p>JUNIOR BELTSVILLE Turkey 39¢ lb. 5 LB. UP</p>	<p>FARMER JOHN SLICED BACON 69¢ lb.</p>	<p>5 LB. HORMEL CANNED Boneless Defatted HAM \$4.89</p>
---	--	--

LEONARDS

<p>GARDEN GROVE 12891 HARBOR BLVD. JE 7-6000</p>	<p>EL SEGUNDO 600 No. Sepulveda OR. 8-4762 SA. 8-8138 El Segundo</p>	<p>TORRANCE 28408 Crenshaw DA. 8-4911 SP. 8-3476</p>
--	--	--

Re-Elect ALBERT ISEN MAYOR OF TORRANCE
HEADQUARTERS - 371 TORRANCE BLVD.